



# **Navy Medicine**

## **Social Media Tutorial**

## **Facebook, Twitter & Blogs**



# Introduction



- **The following slides provide a step-by-step guidance for Navy Medicine commands who have or will establish a Facebook or Twitter pages in support of their PA program.**
- **If you have any questions about the content or concepts in these slides please contact:**

**Ms. Valerie Kremer 202-762-3160**  
**[Valerie.kremer@med.navy.mil](mailto:Valerie.kremer@med.navy.mil)**

**Ms. Tonise Howell 202-762-3246**  
**[Tonise.howell@med.navy.mil](mailto:Tonise.howell@med.navy.mil)**



# Facebook



facebook

Keep me logged in

[Forgot your password?](#)

Email

Password

[Login](#)

**Facebook helps you connect and share with the people in your life.**



## Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:  Select Sex:

Birthday:  Month:  Day:  Year:

[Why do I need to provide this?](#)

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) >>



# Types of Facebook Accounts



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

facebook

Scott McInay View My Profile

Welcome News Feed Messages Events Photos Friends Applications Games Groups More Chat with Friends Go Online

Search

News Feed Top News • Most Recent

What's on your mind?

Dave Werner likes U.S. Navy's status. 6 minutes ago

Chinfo Visualnews U.S. Navy multimedia production featuring selected images showcasing events from around the fleet (Released). Navy Visual News Service. For access to high resolution photos visit: [http://www.navy.mil/view\\_photos\\_top.asp](http://www.navy.mil/view_photos_top.asp)

U.S. Navy Week In Review (Feb. 27 - Mar. 5, 2010 [HQ]) Length: 3:27

2 hours ago · Comment · Like · Share

2 people like this.

Write a comment...

Comment

Lesley Lykins Hanging out waiting for Madison's Spanish Class. I've almost finished my "nesting"! Yesterday at 1:27pm · Comment · Like

Colette Murphy Hahnel Yesterday at 1:38pm

Write a comment...

Comment

Older Posts ▾ Edit Options

Suggestions See All

Nathan Christensen 3 mutual friends Add as friend

David Luckett 3 mutual friends Add as friend

Nas Key West 3 mutual friends Add as friend

Sponsored Create an Ad

Hot Girls In Hot Tubs If you took a "Hot Tub Time Machine" back to 1986, what would you do?

In 1986, who would you make out with?

Holly Ringwald

Betty White

Toosie from Facts of Life

14,239 people voted.

Connect With Friends

Invite friends to join Facebook.

To find people you know who are already using Facebook, check out the Friend Finder.

To connect with friends on the go, check out Facebook for your mobile phone.

## Accounts

- Personal Profile
- Business



# Types of Facebook Pages



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

**facebook**

Keep me logged in      [Forgot your password?](#)

Email      Password      [Login](#)

**Create a Page**

**Official Page** (Communicate with your customers and fans by creating and maintaining an official Facebook Page.)

**Create a Page for a:**

Local business

Brand, product, or organization: Government

Artist, band, or public figure

**Page name:**  (examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms

[Create Official Page](#)

**Community Page** (Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.)

**Page name:**  (examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

**Create a group instead?** (Create a group for people who work together or for people who share a professional interest or hobby. Create a Facebook group)



# Page Naming



- **Official pages are open to the public and indexed by search engines such as Google.**
- **In order to be best found the name of your page should be clear and easily understood.**
- **Navy Medicine commands are encouraged to develop official pages and not “community pages”**
- **Ex.: If you are a member of Strike Fighter Squadron 11 “The Red Rippers”:**
  - **Good - VF/A 11**
  - **Better - The Red Rippers**
  - **Best - The Red Rippers, Fighter-Attack Squadron 11 (VF/A 11)**



# Building your page ...



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

facebook Search Home Profile Account ▾

Your Page has been created.  
To get started, upload a picture and edit information.

Navy Test Wall In

[Edit Page](#)

Promote with an Ad  
Add to My Page's Favorites  
Suggest to Friends

Write something about Navy Test.

Insights [See All](#)  
0 ★★★★★ Post Quality  
0 Interactions This Week

Insights are visible to page admins only.

Create a Page for My Business  
[Share](#)

**U.S. Navy** [Back to Pages](#) | [View Page](#) | [Delete Page](#)

**Settings** Hide

**Country Restrictions (What is this?)**  
Enter a country

**Age Restrictions (What is this?)**  
Anyone (13+)

**Published (publicly visible)**   
Published (publicly visible)   
Unpublished (visible to no one but admins)  
Published (publicly visible) [Save Changes](#) [Cancel](#)

**Wall Settings** [Edit](#)  
Change the default view for fans and control who can post to your Wall.



# Add Admins



Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

facebook Search

Home Profile Account ▾

Ads Manager | Pages | Help

**Navy Test** Back to Pages | View Page | Delete Page

**Settings** Edit country restrictions, age restrictions and published status.

**Wall Settings** Edit Change the default view for fans and control who can post to your Wall.

**Mobile** Edit · Learn more Publish status updates, photos and videos to your Facebook Page on the go.

**Applications**

**Photos** Edit · Application Settings · Link to this Tab · Remove Application With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

**Discussion Boards** Edit · Application Settings · Link to this Tab · Remove Application Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

**Links** Edit · Application Settings · Remove Application With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.

**Video** Edit · Application Settings · Remove Application Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.

**Notes**

This Page has not been published. To make this Page public, [publish this Page](#).

**News for Page Admins**

Usernames for Facebook Pages 4:54pm Apr 13

Pages Functionality Resources: Help Center 6:05pm Apr 7

Introducing per post analytics for Pages 5:52pm Jan 21

[See More News](#)

**Insights**

No data available because this page has not been published.

**Promote your page**

[Promotion Guidelines](#)

[Promote with a Like Box](#)

**Scott McIlroy**

**Help with Your Page**

For tips and information about Facebook Pages, click here.

**Promote with Facebook Badge**

Get Your Badge

**Admins**

**Scott McIlroy**

**Help with Your Page**

\*\* Remember Admins cannot be deleted



# Upload Logo



The screenshot shows a user interface for uploading a profile picture. On the left, there is a large question mark icon. Below it, a menu is open with the following options:

- Edit your Profile Picture
- Upload a Picture
- Take a Picture
- Choose from Album
- Edit Thumbnail
- Remove your Picture

The "Upload a Picture" option is highlighted. Below this, a modal dialog box titled "Upload a Profile Picture for Navy Test" is displayed. It contains the following text and controls:

Select an image file on your computer (4MB max):

[Browse...](#)

By uploading a file you certify that you have the right to distribute this picture and that it does not violate the [Terms of Service](#).

[Cancel](#)





# Add Posting Policy/Disclaimer



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

## NAVY Social Media



This page serves to compile resources and guidance on Social Media for the Navy Public Affairs Community. Link and mentions of resources/publications does not constitute an endorsement. Suggestions for additional resources for this page are appreciated.

### Latest Navy News Stories

#### Daily News Update

- [Social Media Significance - Master Chief Petty Officer of the Navy](#)
- [Navy News Stand Stories](#)
  - [Keep Your Family Safe: Practice Operational Security On Social](#)
  - [MCPON to Sailors: Be Smart about Online Threats \(11/0/2010\)](#)

### Social Media Directory:

The directory is a one-stop-shop of Navy social media pages across various here.

- [Social Media Directory - updated often](#)

### Social Media Policy:

- [Interim Guidance for Internet-Based Capabilities – COMNAVINNET Directive-Type Memorandum \(DTM\) 09-020 - Responsible and Efficient Social Media Readiness \(C2010\) \(requires a pre-Net account password\)](#)
- [DoD CIO Memo on New Web Tools](#)
- [Navy Policy for Content of Publicly Accessible World Wide Web \(NW\)](#)
- [DoD Web Site Administration Policies & Procedures](#)
- [Social Media User Agreement \[tailor as appropriate\] - 8 April 2010](#)

http://www.chinfo.navy.mil/socialmedia.html  
[http://www.chinfo.navy.mil/socialmedia/user\\_agreement.doc](http://www.chinfo.navy.mil/socialmedia/user_agreement.doc)

Medical Emergency  
Disclaimer (ex. This page is  
not responsible for medical  
emergencies.)



# Setup your Wall



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

facebook Home Profile Account ▾

Search

**Navy Test** +

What's on your mind?

Navy Test + Others Just Navy Test Just Others

**View Settings**

Default View for Wall: Comments on stories will be expanded by default

**Fan Permissions**

Posting Ability:  Fans can write or post content on the wall  
 Fans can post photos  
 Fans can post videos  
 Fans can post links

**Get More Connections**

Get more people to like your Page with Facebook Ads Preview below.

**Navy Test**

Your Text Here  
Scott McInay likes this.

Write something about Navy Test.

**Insights**

0 ★★★★★ Post Quality

0 Interactions This Week

Insights are visible to page admins only.

Create a Page for My Business



# Add Content



facebook Home Profile Account ▾

**Navy Test** Wall Info Photos Discussions +

Attach: Everyone

Navy Test + Others Just Navy Test Just Others

**Navy Test**

2 seconds ago · Comment · Like · Share

**Navy Test**

[Navy Personnel Command Gets Back to Business](http://www.navy.mil/search/display.asp?...)  
www.navy.mil  
Last week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington

about a minute ago · Comment · Like · Share · Promote

**Navy Test** MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.

3 minutes ago · Comment · Like · Promote

RECENT ACTIVITY

Navy Test edited their Public Transit and Website.

Navy Test joined Facebook.

Get More Connections  
Get more people to like your Page with FaceBook Preview below.

**Navy Test**

Your Text Here  
Scott McElroy Likes

Photos Upload a Photo from your drive Take a Photo with a webcam Create an Album with many photos Share

Link **Navy Personnel Command Gets Back to Business** <http://www.navy.mil/search/display.asp?...>  
Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington

1 of 1 Choose a Thumbnail  No Thumbnail Share

MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.

Attach: Everyone

Facebook © 2010 English (US) About Advertising Developers Careers Terms + Find Friends Privacy Mobile Help

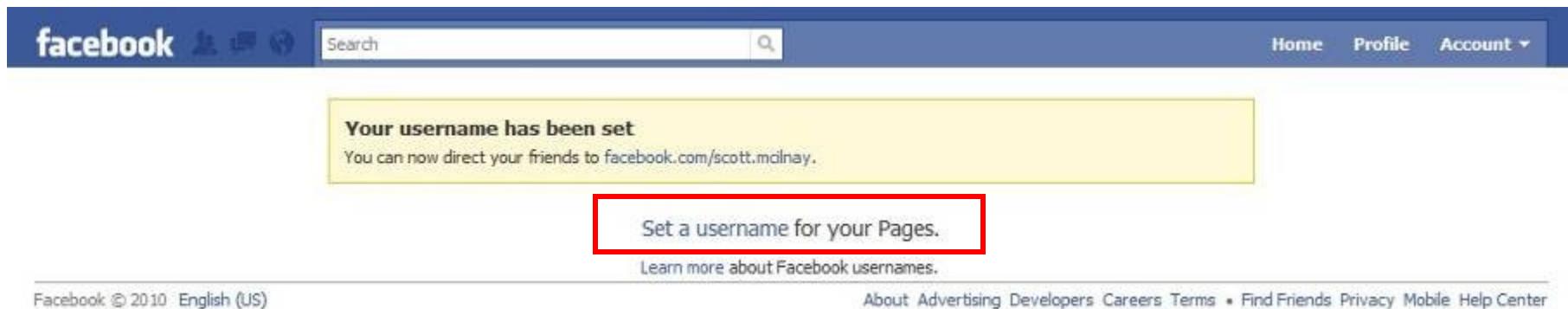
\*\* Be mindful to update your content frequently



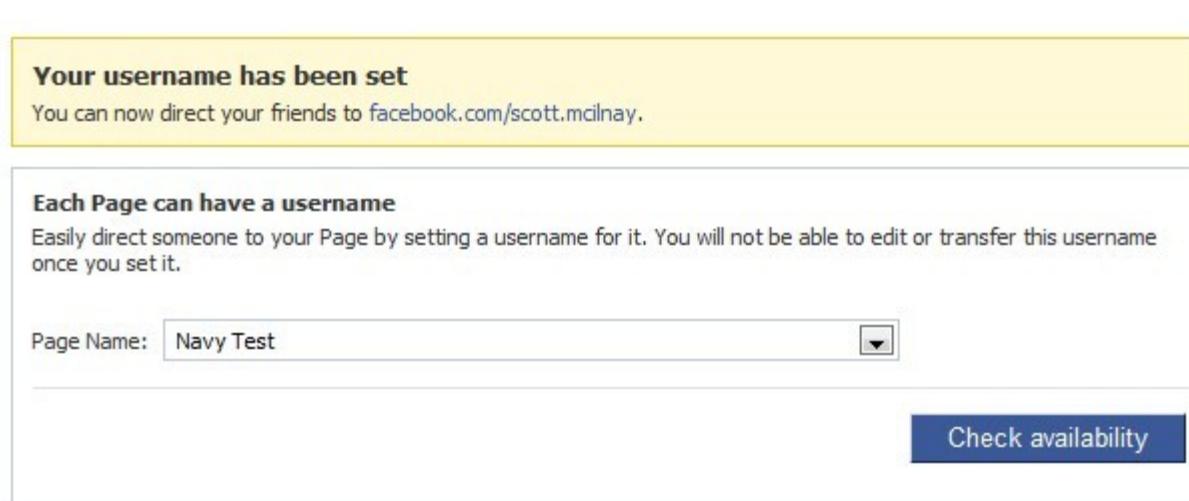
# Get Your URL



**<http://www.facebook.com/username>**



A screenshot of a Facebook profile page. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for "Home", "Profile", and "Account". A yellow callout box in the center of the page says "Your username has been set" and "You can now direct your friends to [facebook.com/scott.mcilnay](http://facebook.com/scott.mcilnay)". Below this, a red box highlights the text "Set a username for your Pages." A link "Learn more about Facebook usernames." is also visible. At the bottom of the page, there are links for "About", "Advertising", "Developers", "Careers", "Terms", "Find Friends", "Privacy", "Mobile", and "Help Center".



A screenshot of a Facebook page setup interface. A yellow callout box at the top says "Your username has been set" and "You can now direct your friends to [facebook.com/scott.mcilnay](http://facebook.com/scott.mcilnay)". Below this, a section titled "Each Page can have a username" explains that users can set a username for their page, which will be permanent. A text input field shows "Page Name: Navy Test" with a dropdown arrow. At the bottom right is a blue button labeled "Check availability".



# *Facebook Best Practices*



- **Customize your page using Facebook apps (and don't be afraid to experiment)**
- **Be transparent - identify yourself and let your audience know what's going on**
- **Listen to your audience and be responsive - it takes two to have a dialogue**
- **Use Facebook insights to learn about your audience**
- **Give your audience the kind of content they want**
- **Manage the signal-to-noise ratio**
- **Keep posts short (420 characters is the max)**
- **Use multimedia to help tell your story**
- **Everything you and your audience posts is being watched by the world**



# Facebook Resources



- <http://www.allfacebook.com/>
- <http://www.slideshare.net/USNavySocialMedia/facebookbooks-how-to-build-a-govmnt-pages-manual-from-facebook>
- [Social Media Roadmap \(on PANet\)](#)
- <http://www.slideshare.net/USNavySocialMedia/us-navy-intro-to-facebook-presentation>
- <http://www.slideshare.net/USNavySocialMedia/us-navy-family-readiness-groups-and-facebook>
- <http://www.slideshare.net/USNavySocialMedia/facebook-basics-for-navy-commands>
- <http://www.slideshare.net/USNavySocialMedia/navy-privacy-facebook-february-2010-new-homepage-application-settings>
- <http://www.slideshare.net/USNavySocialMedia/facbook-geo-targeting-post>
- <http://www.slideshare.net/USNavySocialMedia/opsec-snapshot>



# Twitter



Search for a keyword or phrase...

Have an account? [Sign in](#)

## Discover what's happening right now, anywhere in the world

Following 0 Happy Star Wars Day TRENDING TOPICS: Happy Cinco De Mayo Betty White Lawrence Taylor Times

**See who's here**



Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

**Top tweets** [View all >](#)

 **timjonze** At this rate Clegg'll end up with PR, no trident, control of Belgium, £750 cashback and promise Ed Balls will wear mankini in Westminster  
5 hours ago

 **iaindale** A Lib-Lab Coalition could be called the GOAL coalition: Government Of All the Losers.  
5 hours ago

 **KathViner** Harriet Harman is on the Labour negotiating team. Shock Horror! A woman! A woman!  
4 hours ago

 **chriscolfer** Twitter should have glitches more often! I love seeing

**New to Twitter?** 

Twitter is a rich source of instant information. Stay updated. Keep others updated. It's a whole thing.

**Give it a try >**

Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.

Using Twitter for a business? Check out [Twitter 101](#)



# Starting your Twitter account



Join the Conversation

Already on Twitter? Sign in.

Full name:  ✓ ok

Your full name will appear on your public profile.

Username:  username has already been taken

Your public profile: <http://twitter.com/NavyTest>

Password:

Email:

Let others find me by my email address.  
Note: Email will not be publicly displayed.

Terms of Service Printable  
version 1.0

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

I want the inside scoop—please send me email updates!

Are you human?

Before we create your account, we need to make sure you're not a computer.

Type the words above

Finish

Can't read this?  
 Get two new words  
 Hear a set of words

Powered by reCAPTCHA  
[Help](#)

Join the Conversation

Already on Twitter? Sign in.

Full name:  ✓ ok

Your full name will appear on your public profile.

Username:  ✓ ok

Your public profile: [http://twitter.com/Navy\\_Test](http://twitter.com/Navy_Test)

Password:  ✓ Strong

Email:  ✓ ok

Let others find me by my email address.  
Note: Email will not be publicly displayed.

Terms of Service Printable  
version 1.0

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

I want the inside scoop—please send me email updates!



# Your Twitter Account



NAVY MEDICINE  
World Class Care...Anytime, Anywhere



## Find sources that interest you

1 suggestions → 2 friends → 3 anyone →

Look who else is here! Follow the ones you like.

Art & Design  
Books  
Business  
Charity  
Entertainment  
Family  
Fashion  
Food & Drink  
Funny  
Health  
Music  
News  
Politics  
Science  
Sports  
Staff Picks  
Staff Picks for Hall  
Technology  
Travel  
Twitter



### Step 1 of 3: Browse Suggestions

To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you "Follow" someone, each time they tweet, you'll see their tweets on your Twitter Home page. They are notified that you are following them, and will be displayed on your public profile. You can follow or unfollow sources anytime.



## Find sources that interest you

1 suggestions → 2 friends → 3 anyone →

Many of your friends and colleagues already use Twitter. Find and follow them.

Find your friends from:  
Gmail  
Yahoo  
AOL

Your email

gsm.moms@gmail.com

Your password

Find friends

**Email Security**  
We don't store your login and your password or submitted account. We also don't address it to this important help you connect with other Twitter users. We won't use these addresses without your permission. [Learn more](#)

### Step 2 of 3: Find your friends

Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their tweets to your Home timeline.



## Find sources that interest you

1 suggestions → 2 friends → 3 anyone →

Missing someone? Find people, organizations, or companies that are already on Twitter.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods

Search



### Step 3 of 3: Search for anyone

This is the last step for anyone we've missed. Search for a username, first name, last name, or business name. Once you're satisfied with the sources you're following, click "Finish" below to go to your Home timeline. Find more sources to follow anytime by clicking the "Find People" link at the top of your Twitter home page.



# Register Your Page



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

Navy Social Media directory  
<http://www.navy.mil/socialmedia>



# Twitter 'Home' vs 'Profile'



**twitter**

What's happening? 140

Lilbib: use #woundedwarriors to follow the action! (ks) RT @bostonmaggie Anybody got a hashtag for the wounded warrior Games in Colorado? about 3 hours ago

Home

brandonutley RT @kaleyemarie: There are more people in the room for @ThompsonCff luncheon than were here for Gen. Petraeus this winter. AMAZING! #tweets20 less than 5 seconds ago via Chrome/Bid

DanielBlog Conversation with Colby Jubenville | Part 8k http://www.danielbasslibrary.com/thought-leaders/conversation-with-colby-jubenville-part-six/ less than 3 seconds ago via Ping.fm

manifestfuture Register for free course 7 Steps to Manifesting Your Dreams http://bit.ly/1NPhkh Manifest Power Tools are a bonus less than 10 seconds ago via Ping.fm

jtweed ShipServ launches first ever online advertising network for the maritime industry http://bit.ly/aSnStr less than 10 seconds ago via TweetDeck

techmama RT @engadget Square mobile payment system goes live on iPhone, iPad, and Android this week (video) http://bit.ly/96QuMN less than 10 seconds ago via web

Home Profile Find People Settings Help Sign out

**NavyNews** 9,247 tweets

9,929 10,670 949 following followers listed

Cad-mus to a tool to find the most relevant tweets in your timeline.

Home @NavyNews Direct Messages 1 Favorites Retweets

Search

Saved Searches navy fm

Lists eye-patched navy-deck-log

@M2/valamay-and-pacs @riermanuss-ubrahim-lincoln-quest @CNO\_PAO/navy-tweets

Now list View all

Trending: Worldwide Change

**twitter**

Home Profile Find People Settings Help Sign out

**NavyNews**

Name NavyNews Location 3/4 of the world's surface Web http://www.navy.mil Bio Navy News that should matter most to the extended U.S. Navy family.

9,929 10,670 949 following followers listed

Tweets 9,247 Favorites Lists navy-deck-log View all

Following

@DameYankee Howz that? Thanks... too much coffee or not enough. :) about 6 hours ago via web in reply to DameYankee

RT @BostonMaggleBig shout out to Ms. Terri Davis & DC2 Leticia McKelvey for their time during today's tour of Norfolk - Ms. Davis a LEGEND! about 6 hours ago via web

RT @\_NEDU\_ Are you fan of Navy history? Learn more about Naval History & Heritage at Naval History & Heritage http://bit.ly/9ElyCa about 6 hours ago via web



# Kinds of Tweets



## Posts or 'Tweets'

Seabee rockin' the ukele in Afghanistan:

<http://bit.ly/ajDC2L> "Thank you - I'll be here all year!" No - thanks  
YOU Seabee!

2 minutes ago via web

## ReTweets or 'RT'

RT @NavyMedicine USNS Mercy arrived in Hawaii en route Pacific  
Partnership mission (goes thru late Sept 2010) <http://bit.ly/bXg7gq>  
about 6 hours ago via web

[Reply](#) [Retweet](#)

## Public replies or '@Replies'

Tweets mentioning @USNavy



**BostonMaggie** Just leaving Norfolk. Great tour of the base with  
stops at memorials for USS Cole & USS Iowa. Thanks @USNavy  
@NavyNews @CNO\_PAO

about 20 hours ago via txt

## Direct Messages or 'DMs'

Direct messages sent only to you

[Inbox](#) [Sent](#)



**GuyKawasaki** Thanks for following. If the volume is too great  
here, unfollow and follow @alltop instead. There are no repeats on  
that account.  
9:59 PM Apr 15th



# Following



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the  
United States Navy!

Maintained by the Department  
of the Navy, Office of  
Information (CHINFO)

87 838 76  
following followers listed

Tweets 159

Favorites

Following



[View all...](#)



## smcilynay

Follow smcilynay

[Follow](#)

[Lists](#) ▾

[⚙️](#) ▾



## smcilynay

✓ Following [Edit](#)

[Lists](#) ▾

[⚙️](#) ▾



# Followers



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the  
United States Navy!

Maintained by the Department  
of the Navy, Office of  
Information (CHINFO)

87      838      76  
following    followers    listed

Tweets      159

Favorites

Following



[View all...](#)

## Your 838 followers



User / Name

Actions



**ELTLIFTdotCOM**

J Orlock

We will be at the Wnd Show in Houston next week

<http://www.eltlift.com/windmillbrackets.html>

32 minutes ago



**CombatStressMCR**

MCR Combat Stress | Manchester, UK

Combat Stress mentioned in the Morning Star

newspaper "Charity teams up with NHS" by Paddy  
McGuffin: <http://bit.ly/bDUCua> about 16 hours ago



**AdcockProps**

Adcock Properties

Looking to rent a home in Biloxi, MS?? Call Serena  
today at (228) 435-5150. about 2 hours ago



**chanellybbyy**

wifeyy | duh heights





# Lists



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the  
United States Navy!

Maintained by the Department  
of the Navy, Office of  
Information (CHINFO)

87 following 838 followers 76 listed

Tweets 159

Favorites

Following



[View all...](#)

Lists

[eye-peeled](#)

[navy-deck-log](#)

[@MQAvatar/navy-and-paos](#)

[@nieman/uss-abraham-lincoln-guest](#)

[@CNO\\_PAO/navy-tweets](#)

[New list](#) [View all](#)

Create a new list

List name

Description

Under 100 characters, optional

Privacy

**Public** — Anyone can subscribe to this list.  
 **Private** — Only you can access this list.

[Create list](#)

User / Name



**MilitaryParts**

Ashley C. Young

Selling military parts and equipment...let me know if  
you need something... about 2 hours ago

Manage lists in which **MilitaryParts**  
appears



## Patriot\_Nation\_

Manage lists in which  
**Patriot\_Nation\_** appears



[Follow](#)



# Favorites



Name US Navy

Location The 7 seas!

Web <http://www.navy.mil>

Bio Twitter account of the United States Navy!

Maintained by the Department of the Navy, Office of Information (CHINFO)

87      838      76  
following    followers    listed

Tweets      159

Favorites

Following



[View all...](#)

 **militaryupdates** #Military.com : Gates Calls for Cuts in Defense Overhead: Defense Secretary Robert M. Gates used the occasion of t... <http://bit.ly/dnU50V>

half a minute ago via twitterfeed

[Reply](#) [Retweet](#)



[Favorite this tweet](#)

## NavyNews's Favorites

 **flynavy** Welcome @NavyNews to twitter! Great source for the latest info about Sailors and for Sailors.

1:08 PM Feb 19th, 2009 via web





# Hashtags



NAVY MEDICINE  
World Class Care...Anytime, Anywhere

What's happening?

140

Latest: use #woundedwarriors to follow the action! (ks) RT @bostonmaggie  
Anybody got a hashtag for the wounded warrior Games in Colorado? about 3  
hours ago

[Tweet](#)

Home



**NavyVets** Charles E. Nienhaus commented on Douglas Karr's  
group 'NATTG Memphis' <http://bit.ly/dnQCaM> #usn #navy #vets  
5 minutes ago via twitterfeed

[Reply](#) [Retweet](#)



**NavyNews**  
9,247 tweets

9,929 10,670 949  
following followers listed

**blip.fm**

n. a easy way to share music  
on Twitter.

Home

[@NavyNews](#)

[Direct Messages](#)

1

[Favorites](#)

[Retweets](#)

# twitter

#Navy

[Search](#)

[Advanced Search](#)

Results for #Navy

0.04 seconds



[thommooney](#): How am I still having dreams (nightmares) about being in the [#Navy](#)?  
I thought I got out 4 years ago?

3 minutes ago from Twitterrific · [Reply](#) · [View Tweet](#)

[Feed for this query](#)

[Tweet these results](#)

Show tweets written in:

[English](#)

Trending topics:

- #NowPlaying



[NavyVets](#): Charles E. Nienhaus commented on Douglas Karr's group  
&apos;NATTG Memphis&apos; <http://bit.ly/dnQCaM> (expand) #usn #navy #vets  
6 minutes ago from twitterfeed · [Reply](#) · [View Tweet](#)

27



# Shortened URLs



NAVY MEDICINE  
World Class Care...Anytime, Anywhere



**SkyNewsBreak** Vince Cable tells Sky News a deal is "very close to being done" <http://bit.ly/bUbqNA>

6 minutes ago via API

Retweeted by [rbonini](#) and 10 others



**crittersize** this website offers free trial offers and sells discounted weightloss products ad <http://tinyurl.com/264e9tg>

4 minutes ago via API



**GovNewMedia**: FAQ's about FedSpace project <http://go.usa.gov/iMw>

2 minutes ago from *Measured Voice* · [Reply](#) · [View Tweet](#)



**awhomes**: <http://twitvid.com/RPPRV> - Find out what Realtors have to say about our new Reserve community.

3 minutes ago from *API* · [Reply](#) · [View Tweet](#)



**joybwriter**: [@PEOPLEPets](#) Smudge #cute <http://twitpic.com/1myr4m>

8 minutes ago from *Tweetie* · [Reply](#) · [View Tweet](#)



# Twitter Etiquette



- **Don't ask for people to retweet your posts**
- **Follow those who follow you\***
- **Thank those who follow you**
- **Thank those who retweet you frequently**
- **Give credit to those you retweet**
- **Retweet content of value to your followers\*\***
- **Be responsive to those who @reply or DM you when they are asking a question**

\*Establish guidelines for who you should follow (ex. may not be the best idea to follow an account with a political agenda)

\*\* Be mindful of retweeting content from non-USG/DoD/DoN parties. It is ok to do, just avoid the appearance of favoritism



# Twitter Best Practices



- **Assume everything is public, only tweet releasable info.**
- **140 Characters max but 80-120 Characters ideal**
- **Abbreviations and creative spelling acceptable as long as meaning is clear**
- **Tweets need to have value to the reader**
- **Be engaging, be a person**
- **Humor and wit are acceptable and even desirable**
- **Don't make your tweet obscure, make it clear what you're talking about**
- **Include a URL to more content**
- **Include the "so what" on why this is important**
- **Include call to action**
- **Make your tweet searchable by using keywords and hashtags**
- **Manage your signal-to-noise ratio**



# Twitter Resources



- <http://tweetmeme.com/>
- <http://business.twitter.com/twitter101/>
- **Social Media Roadmap (on PANet)**
- <http://www.slideshare.net/USNavySocialMedia/how-to-set-up-a-twitter-account>
- <http://www.slideshare.net/USNavySocialMedia/navy-recommended-privacy-settings-for-twitter>
- <http://www.slideshare.net/USNavySocialMedia/twitter-lists-2520857>
- <http://www.slideshare.net/USNavySocialMedia/snapshot-twitter-management-3621642>